

Request for Assistance
Experimental Television Center Ltd.
Program: Operating Budget
Contact: Ralph Hocking

The stages of the development of understanding the control over the electron in television art is multi-faceted. Our 1975-76 proposal reflects this. We feel that it is vital to continue to expose people to the simplest approaches to process video as well as to the more complex approaches to sophisticated systems. This proposal is a continuation and expansion of our stated direction indicated in our proposal to the Council last year. This year's proposal is, we feel, an exciting and comprehensive conglomerate of interrelating programs leading to a more definitive understanding of video art and its future development. As usual our emphasis remains the involving of people physically in the production, development and understanding of video. In addition we find it necessary to publish the results of research. We have received a small grant from the National Endowment for the Arts to begin this venture.

Our program for 1975-76 is outlined as follows:

1. Continuation and expansion of
 - A. Workshops
 - B. Performances
 - C. Equipment development and repair
 - D. Consultation with other video groups
 - E. Individual and group production support
2. Additional programs
 - A. Systems development research
 - B. Publication and dissemination of research
 - C. Library of software and flatware

Personnel Budget:

Our current situation is:

<u>position</u>	<u>support situation</u>
Director	partial
Administrative Assistant	full
Technician	full
Artist in Residence	partial

We would like to add one more full support line in the position of secretary/typist. Currently all typing and secretarial duties are performed by Sherry Miller; she will no longer be able to fulfill these duties because of her additional responsibilities in the areas of publication, correspondence and library organization. Correspondence is increasing and with the addition of our publishing efforts we expect to become a clearing house for information concerning technical innovations developed by and of interest to individuals and groups in and out of the State. We intend to seek further funding from the National Endowment and other foundations to help support research and publication activities.

We also request additional temporary services money to be used in the area of research and development and repairs assistance. We would like at least one part time position; this person would help with the building of new systems and simple repairs.

Equipment Budget:

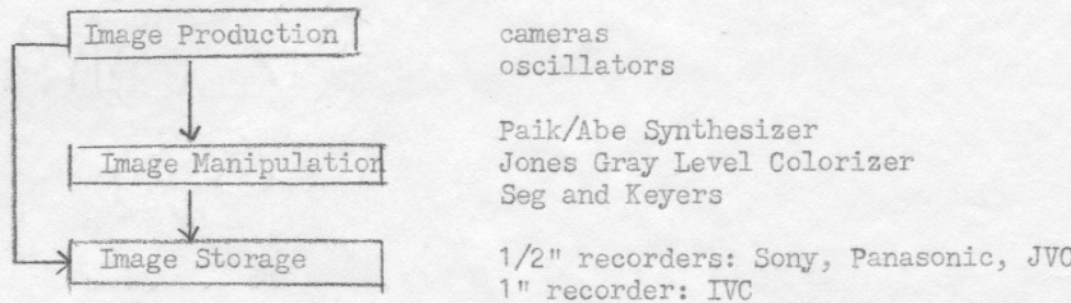
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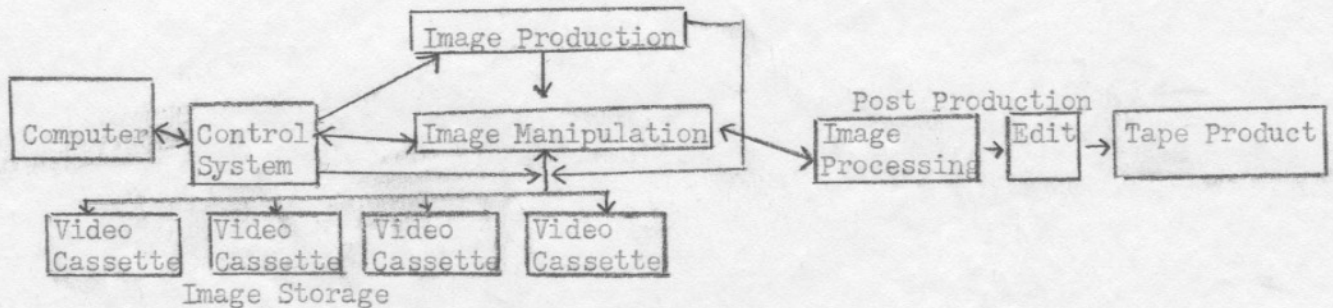
The request for equipment is minimal. The following is an overview of the Center's function in terms of production area for artists and in terms of research and development. The Center will maintain support of the production space for artists because it is extremely important to the development of the art; we have decided not to ask for funds to develop a complete post-production system since other centers in the State already possess such systems. We intend to encourage people to utilize available services in this area. The Center has further decided that increased support for research and development into new video tools is critical to the evolution of the art.

Present Condition:



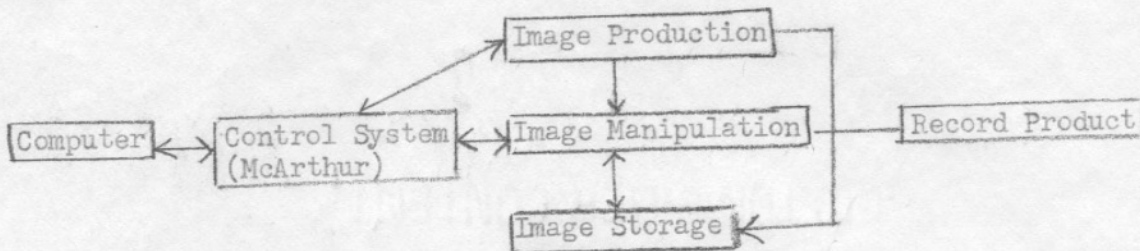
Our studio and portapack cameras are work out. The studio recording decks produce an acceptable first generation recording, but the portapack decks are also worn out. The Panasonic editing system without signal processing precludes third generation color copies; thus, a copy of a color edited tape is not possible. Most of the other equipment is usable.

Ideal Future:



With this system the Center could support all production, post-production and development needs. Equipment necessary for this system includes: 4-6 color portapacks (\$42,000), 4 Sony studio color cameras and 2 3/4" editing systems (\$60,000), 4 computers (\$20,000), teletype machines, image processing and video cassette storage bank (\$15,000-20,000).

Feasible Future:



With the addition of three used portapacks (\$3,000), 2 computers (\$2,000) and some test equipment (\$500) the Center could upgrade production, improve control over image manipulation equipment and support development of new tools. Post-production as mentioned above would then occur at another video center in the state.

Video Parts and Supplies:

Many unforeseen projects developed in 1974-75. We had no way of predicting our overhead costs for these projects, and as a result there were unusual expenditures in the video supplies category. Our current proposal reflects the necessary increase in this area. We have been able to absorb some of the parts costs by a change in one program, the 1974-75 Artists Assistance program. This money has gone to cover costs for color equipment and video parts. In doing the type of research which we have embarked upon, it is necessary to have on-hand certain parts and supplies that are frequently used, for example transistors, resistors, integrated circuits and connectors. In the past we have maintained a low stock of parts since our main need was in the area of repairs rather than innovation. This approach is no longer feasible if we are to develop an efficient flow of development.

General Operating Expenses:

The major changes in 1975-76 will be an increase in telephone costs and the addition of publishing/mailling costs. We intend to eventually meet the publishing and mailing costs by charging a fee which is intended to cover only the mailing and duplication costs. This fee system will not support the program totally.

Program cost: \$59,650.00
see itemized budget